

# A Danish Practitioner's View of the Most Effective Drivers of Sustainable Development in the Decision Making Process.

By

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# Political drivers for the Danish building industry



1987  
Brundtland  
Report

1999  
UN Global  
Compact

2004  
Directive on the  
energy  
performance of  
buildings  
(EPBD)

2007  
4th climate  
report  
from IPCC

2010  
EU Energy  
Performance  
of Buildings  
Directive

2012 EU  
Energy  
Efficiency  
Directive

2013  
REGULATION  
(EU) No  
305/2011 OF  
THE  
EUROPEAN  
PARLIAMENT  
AND OF THE  
COUNCIL

2014 EU  
Non-  
financial  
Reporting  
Directive

# Voluntary drivers for construction clients



CSR / CR  
Corporate Social Responsibility  
(44%)



Planetary considerations (65%)



Life Cycle Costs (61% 48%) &  
'Total value' (51%)



Branding (54%)



Low retention rates (61% 24%)



Future legislation (32% 37%) &  
Improved market value (20%) & In  
demand (20%)



3rd party verification (17%)



Innovation (41%)



Fewer mistakes at hand over  
(27%)

# The importance of market scope



National market scope – e.g. Multi-family housing, Public buildings



Global market scope – Manufacturers, Developers, Hedge funds



Multi-national market scope - Scandinavia and Europe



Housing and Pre-schools



Model House 2020: Residential, Pre-schools, Office buildings

Passivhus.dk

Housing, Office buildings and Schools

# The importance of culture

## Trustbased documentation vs. certification

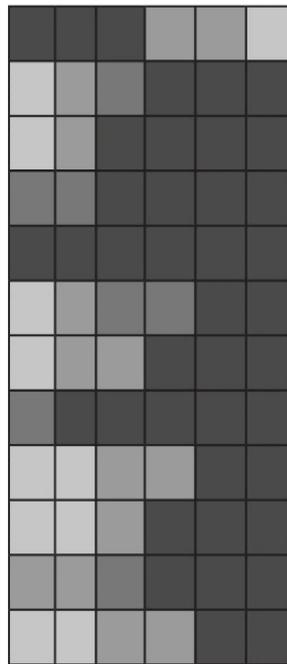
Voluntary building certification becomes a motivational driver when the construction client or tenant:

1. wishes to brand his/her property via third party certification or
2. wishes to change business as usual and challenge his/her organisation, consultants and contractors to improve their performance towards a more sustainable development.

# The importance of planning perspective

## PLANNING PERSPECTIVE

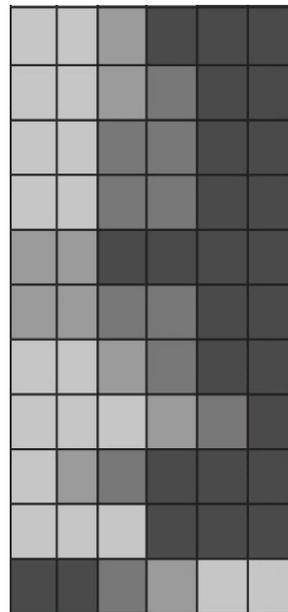
## MOTIVATIONAL DRIVERS



- CONSTRUCTION COSTS
- LIFE CYCLE COSTS
- USER COMFORT
- INCREASE IN DELIVERED QUALITY
- LEANER CONSTRUCTION PROCESS
- SUSTAINABLE FACILITY MANAGEMENT
- CORPORATE SOCIAL RESPONSIBILITY
- ENERGY EFFICIENCY
- LOW IMPACT MATERIALS
- HEALTHY MATERIALS
- ROBUST MATERIALS
- DESIGN FOR DISASSEMBLY

## PLANNING PERSPECTIVE

## MOTIVATIONAL DRIVERS



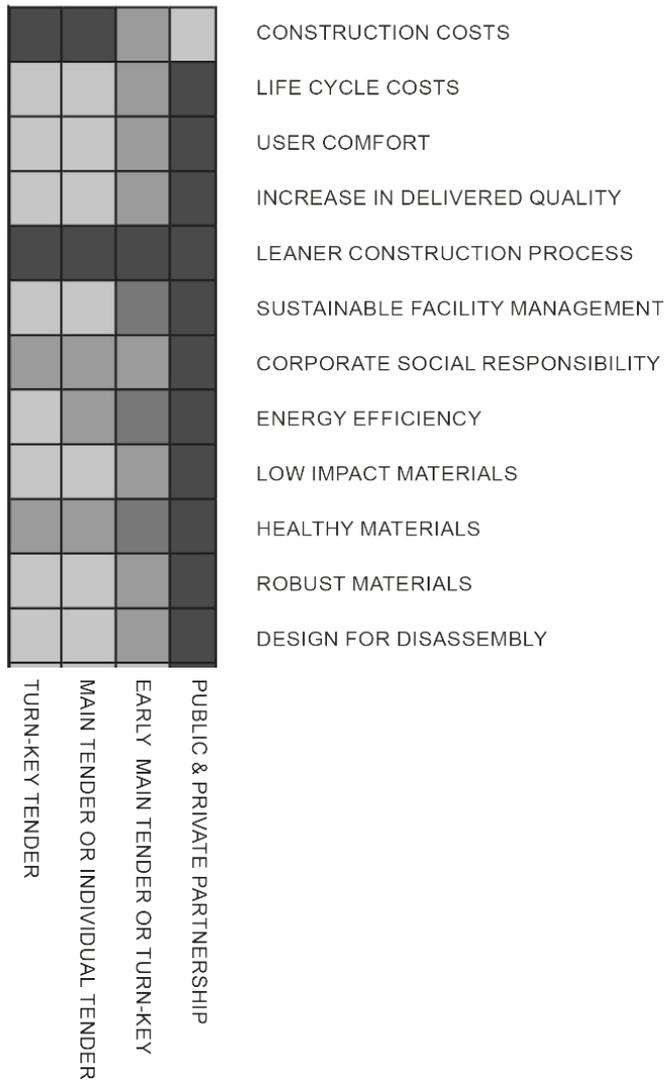
- SOCIAL MEETING SPACES
- HIGH USABILITY AND QUALITY OF EXTERIOR SPACES
- BIODIVERSITY
- SURFACE WATER MANAGEMENT
- LOCATION NEAR PUBLIC TRANSPORTATION
- RESPONSIBLE SOURCING OF MATERIALS
- ENVIRONMENTALLY AND SOCIALLY CONSCIOUS CONTRACTOR
- INNOVATION
- INCREASE FUTURE MARKET VALUE
- LOW TURNOVER ON TENANTS
- 3RD PARTY CERTIFICATION

SHORT ← → LONG

**LEGEND**  
 HIGH MOTIVATION  
 LOW MOTIVATION

# The importance of tender

**TYPE OF TENDER MOTIVATIONAL DRIVERS**



**TYPE OF TENDER MOTIVATIONAL DRIVERS**



**LEGEND**  
 HIGH MOTIVATION  
 LOW MOTIVATION

# Reflection

- Drivers for sustainable development must be identified and prioritised in the initial ideation stage of all projects and an implementation strategy must be developed for the selected project organisation and the type of tender.
- Contractor motivation must be considered to ensure that the Construction Client's drivers for sustainability also motivates the contractor (e.g. by early engagement of the contractor or financial incentives to perform better).
- A lot of clients are not conscious of EU or UN enforced drivers. They do however influence the Danish building regulations which the market analyses from 2015 and 2016 have verified that construction clients are very much aware of.

# Reflection

- Political and voluntary drivers together ensure a market demand that in turn engage construction clients and tenants to implement voluntary schemes in their projects.
- Energy efficiency of buildings has more or less become a standard requirement in all building projects which motivates construction clients to differentiate themselves on the social and economic drivers.
- Education of construction clients is necessary due to the importance of early identification and implementation planning of motivational drivers.